

[Name of Document] Abstract

There are provided a memory 4d for accumulating content data and storing a presentation device identifier unique to each presentation device; a display 4a for outputting the content data; a communication interface 4c for receiving a switching control signal instructing switching of the content data output by the display 4a; a database 2 for accumulating management information for associating a presentation device identifier, a content identifier identifying the content to be output by each content presentation device, and presentation time information on the time presenting each content; a timer unit 12 for periodically measuring the elapse time; and a CPU 4b for switching the content data output from the display 4a on the basis of the management information and the measurement time of the timer unit 12. Thus, it is possible to provide information following, on a real time base, the change of population distribution changing depending upon the respective areas.